



THE POWER OF WOMEN'S LEADERSHIP VIRTUAL CONFERENCE

Media Sponsorship and Partners Package

WomELLE invites your media outlet to become a Media Sponsor or Partner for The Power of Women's Leadership Conference on October 20-21, 2017, a virtual event for women.

WomELLE is a not for profit organization that operates in Las Vegas, Nevada and has a mission to provide an infrastructure of support to women nationally and internationally, from all walks of life. We work to empower women to fulfill their potential through mentoring, educational advocacy, job readiness training and the provision of short term financial assistance when unforeseen barriers emerge and immediate help cannot be obtained.

The Power of Women's Leadership Conference is the new forum of WomELLE designed to promote women's personal and professional development and advancement. The purpose of our Conference is to inspire women to seek their highest level of personal and professional growth by presenting participants with role models, varying perspectives, and strategies for development.



Media Sponsors

Promotional Benefits of a Media Sponsor/Partner from WomELLE

- Opportunity to expose your media organization to an influential leadership women-focused audience.
- Listing as Media Sponsor on marketing collaterals related to WomELLE
- Featured in Conference digital and print materials (program, flyers, banners)
- Logo featured on website with dedicated link to your media outlet's website
- Signage at the conference software and app with link to your website
- Complimentary insertion in all virtual gift bags
- 30-60 second promotional video
- Business name mention at the event day
- Speaking opportunity
- Access to attendee's info (email, phone, address)
- Mentioned on our marketing and video advertising
- A copy of conference video



Role of the Media Sponsor/Partner

- Promote WomELLE Conference extensively in the related digital media outlets
- Commitment of media coverage of WomELLE Conference before, during and after the event
- Listing of our conference pre- and post-event on all the social media networks where you have a presence (provide event recap via video/photo story)
- Placing the conference e-banner on the company website and other related websites
- Increasing the media exposure of WomELLE in all media channels and outlets associated with your organization to
- promote decision makers' attendance
- Interview event organizers and various speakers (interview selection is at media partner's discretion; interviews may be subject to approval by speaker's PR team.)

Social Media Roles for the Media Sponsor/Partner

- Follow WomELLE on Twitter **@womelle** and like WomELLE on Facebook www.facebook.com/womelle and Instagram **@womellecommunity**
- Use the hashtag for the WomELLE Conference: **#WWLC2017**
- Share information about the WomELLE Conference on Facebook, Twitter, and other social media platforms as applicable.

Thank you for your consideration. Customized media sponsorships are also available. If your media outlet is interested in becoming a Media Sponsor or Partner or has questions, please contact us at media@womelle.org or call (702) 747-3054.